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calculating a billing amount based on said advertising information received;

confirming payment of said billing amount calculated;

storing said advertising information received if payment of said billing amount is confirmed; and

printing an advertisement on a receipt based on said advertisement information.

28. (Amended) A billing method according to Claim 26, further comprising:

receiving check-out information;

retrieving said stored advertising information; and

synthesizing said received check-out information with said retrieved advertising information, and generating printing data to be printed as a receipt.

29. (Amended) A billing method according to Claim 28, wherein said receiving check-out information step includes receiving customer information;

and wherein said retrieving stored advertising information step includes selecting and retrieving one advertising information item from a plurality of advertising information items stored in said storing step, based on said customer information received in said receiving check-out information step.

30. (Amended) A billing method according to Claim 26, wherein said receiving advertising information step includes receiving a period for running an advertisement.

31. (Amended) A billing method according to Claim 26, wherein said receiving advertising information step includes receiving characteristics of an advertisement recipient, said characteristics including at least one of gender, age, and occupation.

B1d
A2d

32. (Amended) A billing method according to Claim 26, wherein said receiving advertising information step includes receiving a printing size of an advertisement.

B1c
B2c
A3

35. (Amended) An information recording medium storing a computer-readable program for directing a computer to perform a method of billing for advertisements printed on receipts, the computer-readable program comprising instructions for:

receiving advertising information;

calculating a billing amount based on said advertising information received;

confirming payment of said billing amount calculated;

storing said advertising information received if payment of said billing amount is confirmed; and

printing an advertisement on a receipt based on said advertisement information.

36. (Amended) An information recording medium according to Claim 35, wherein said receiving advertising information includes receiving image information as at least part of the advertising information.

37. (Amended) An information recording medium according to Claim 35, wherein the computer-readable program further comprises instructions for:

receiving check-out information;

retrieving said stored advertising information; and

synthesizing said received check-out information with the retrieved advertising information, and generating printing data to be printed as a receipt.

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B4d

40. (Amended) A method for billing for advertisements printed on receipts, comprising:

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receiving advertising information from an input terminal;
transmitting said advertising information to a server;
printing a temporary registration containing an ID;
reading said ID by said input terminal;
confirming said ID in said server;
calculating a billing amount;
displaying said billing amount;
receiving payment;
registering said advertising information in said server after receiving payment; and
printing an advertisement on a receipt based on said advertisement information.
